

Marvin Goldberg, Society of Consumer Psychology, APA Div. 23, President 1993

Marvin Goldberg's Thoughts:

It was, of course, a real privilege to serve as SCP President. As it turns out, I'm probably the only one to have served for the better part of two years, as the date of the annual election was changed when I was in office. As I recall, it was at least 18 months that I was President.

One proactive thing we attempted was to "hitch our star" to AMA's annual educator's conference. We arranged for one of AMA's open cocktail hours (beginning or ending, I don't remember) to coincide with our (opening or closing) open cocktail hour. The hope was that having SCP's conference in the same place and contiguous in time with AMA's conference we would boost attendance. (Attendance the year and two years earlier had been woefully low). While the arrangement didn't last, my recollection is that we were moderately successful in this effort to boost attendance.

A positive outcome of my Presidential Address (that discussed the importance of social marketing and the concern that SCP researchers were not sufficiently engaged with social issues) was that it generated a lively exchange of follow up commentaries (by Alan Andreason, Bill Wells and a subsequent response from me). We had an extremely difficult situation with the editor of JCP and the decision was made to bring in a new editor.